

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Crossroads Media
Attention: Stephanie Maroney
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 500666 /		Alt Order # 6400583
Product Crossroads GPS		
Contract Dates 10/31/12 - 11/06/12		Estimate # 1332
Advertiser ISS/Cross Roads GPS		Original Date / Revision 11/02/12 / 11/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 18-34		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 90	KVVU	11/01/12	11/01/12	Katie Couric	2-3p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$650.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	Katie Couric	2-3p	----Th-----	:30		\$650.00	NM		
	See MG 90.2											
	2	KVVU	11/05/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$650.00	NM		
	Ⓜ MG for 90.1 11/01											
Totals											104	\$149,975.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	104	\$149,975.00	\$127,478.75
Totals	104	\$149,975.00	\$127,478.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP NOV2/12 18.09
CHANGES ** KVVU-TV ***

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	EMILY MILHOAN		
SALES PRSN	PH-	TERESA	DIFURIA

SALES PRSN PH- TERESA DIFURIA

	CLASS: NATL.	LOCAL	REGIONAL
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ICE)

1. The first part of the paper discusses the importance of the research and the objectives of the study.

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV2/12 18.09

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CROSSROADS GPS : 30

[illegible]

AGENCY ADVERTISER CODE = 12 AGENCY EST# = 1332
AGENCY PRODUCT CODE = 11

73	S	200P-300P	30	\$650.00	11/1	11/1	0	THU
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PROGRAM : KATIE
CON COM1 : KATIE

119	A	700A-900A	30	\$650.00	11/5	1	MON	1
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PROGRAM : NEWS
ORD COM1: SPOT N/A DUE TO NEWS BREAK IN. SEE MG OFFER. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-73 FOR 1 SPOT/WK

REP HEADLINE# 6400583 TRF# 500666
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 18.09
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M12	OK'D	BUY#73	MISSED: THU/200P-300P				NOV1		30S	\$650.00	(NOV2/12)	
			OFFER: MON/700A-900A				NOV5		30S	\$650.00	PLS ADVISE.	
			CMT: SPOT N/A DUE TO NEWS BREAK IN. SEE MG OFFER. PRE-BOOKED PLS APPROVE.									

NOV/12 149975.00

CONTRACT TOTAL 149975.00
TOTAL SPOTS 104

MARKET TOTALS \$1,666,388 KVVU 9% KSNV 32% KLAS 34% KTNV 16% KVMY 9% KVCW 0% CABL 0% KTUD 0%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE